

**Cowlitz County**  
Quit Line Data Summary  
October 1 - December 31, 2002

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 63</b>	<b>N = 3,753</b>
<b>Percent of Statewide Calls</b>	2.0%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	1.6%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 62</b>	<b>N = 3,291</b>
Female	53.2%	61.0%
Male	46.8%	39.0%
<b>Race/Ethnicity</b>	<b>N = 57</b>	<b>N = 2,816</b>
People of Color	12.3%	13.9%
White	87.7%	86.1%
<b>Age</b>	<b>N = 61</b>	<b>N = 2,956</b>
Less than 18 years old	1.6%	2.7%
18 - 24 years old	24.6%	14.4%
25 - 34 years old	26.2%	21.8%
35 - 44 years old	14.8%	25.9%
45 years and older	32.8%	35.1%
<b>Education</b>	<b>N = 58</b>	<b>N = 2,860</b>
Did not graduate high school	36.2%	18.4%
High school graduate	36.2%	33.3%
Some college/vocational school	24.1%	34.9%
College graduate	3.4%	13.5%
<b>Caller Type</b>	<b>N = 63</b>	<b>N = 3,367</b>
General Information	4.8%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	95.2%	85.9%
<b>Payer Type</b>	<b>N = 38</b>	<b>N = 2,129</b>
Insured	39.5%	41.5%
Uninsured	26.3%	24.9%
Medicaid	34.2%	33.5%
<b>Heard About</b>	<b>N = 55</b>	<b>N = 2,888</b>
Past caller	9.1%	18.5%
Employer/worksites	0.0%	0.8%
Health care provider	18.2%	21.8%
Television	40.0%	18.4%
Outdoor advertisement (billboard/bus/wall)	1.8%	7.2%
Targeted mailing	3.6%	0.9%
Great Start	0.0%	0.1%
Radio	0.0%	2.2%
Newspaper/Magazine	0.0%	2.2%
Brochure/Newsletter	1.8%	6.2%
Family or friend	25.5%	17.9%
Health Department	0.0%	2.9%
School	0.0%	0.9%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.